

Belvedere: June 23, 2005
Jerry Butler

Corte Madera:
Melissa Gill **TO:** Transportation Authority of Marin Commissioners

Fairfax: **RE:** Look & Feel for TAM Materials
Lew Tremaine

Larkspur: Dear Commissioners:
Joan Lundstrom

Mill Valley: A critical first step in public outreach is ensuring a recognizable identity for the Authority that is underscored in all TAM communications materials and tools, through application of a consistent look & feel, fostering awareness and trust among TAM's many audiences. To that end, CirclePoint, member of the Nolte Team, created look & feel options that build on the current logo. The TAM Executive Committee reviewed these options and has recommended a final look & feel. The look & feel will be applied to such communications vehicles as: TAM letterhead, business cards, envelopes, website, press releases, brochures, and fact sheets.
Dick Swanson

Novato:
Pat Eklund

Ross: A complimentary Measure A logo, designed to be used in tandem with the look & feel in certain applications, is also under design and consideration by the TAM Executive Committee, and will be presented at a future TAM meeting. This logo could be applied to fact sheets and construction signs on Measure A funded projects.
Jeanne Barr

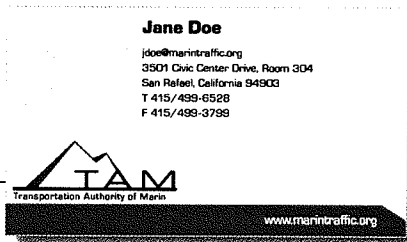
San Anselmo:
Peter Breen

San Rafael: **Recommendation**
Al Boro

Sausalito: Accept the Executive Committee recommendation on the preferred look & feel and direct staff to proceed with plans to apply the look & feel to TAM communication materials and tools.
Amy Belser

Tiburon: Respectfully Submitted,
Alice Fredericks

County of Marin:
Susan Adams
Hal Brown Craig Tackabery
Steve Kinsey Executive Director
Charles McGlashan
Cynthia Murray Attachments: Sample Look & Feel Applications



3501 Civic Center Drive
Room 304
San Rafael
California 94903

www.marintraffic.org

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Marin Transportation



NEWS

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TAM IDENTITY
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